



FROM THE WORLD'S MARKETS TO YOUR HOME

The LARKIN IDEA

MAY 1925

OUR 50th ANNIVERSARY

Fresh Air Brings Bloom to Children's Cheeks

Full descriptions
on pages 156-7
of Catalog.



Big Roller-Bearing Coaster Wagon
3058 Premium with \$15 purchase.
For errands as well as play



Auto for 2- to 4-year olds.
2656 Premium with \$10 purchase.



Doll Carriage 3509
Premium with \$10 purchase.

Keeps the Kiddies Out of Doors

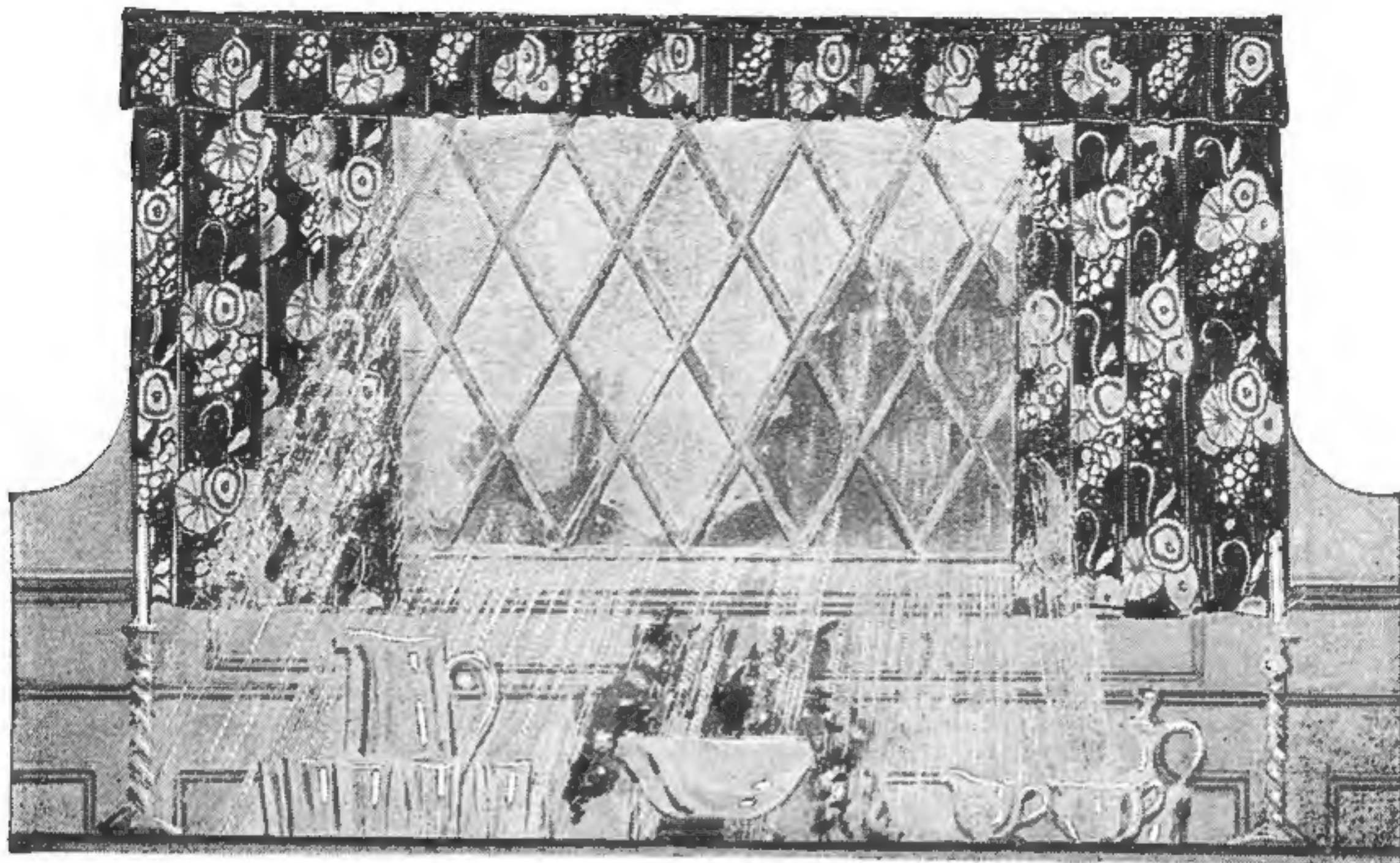
Spring sunshine coaxes the little folk into the open. These wheeled things invite to healthful play and they're just the answer to childhood's fondest dreams.



Tot Bike 3148
Premium with \$5.50 purchase.



Roller-Bearing Scooter 2878
Premium with \$7 purchase.



Let All the Sunlight In!

Clean the windows with Window Bright and you'll make the windows *bright*.

Yes! And, to use the light *after* it's in, make smooth surfaces brilliant with Window Bright. It removes dirt quickly, yet will not scratch the finest finish.

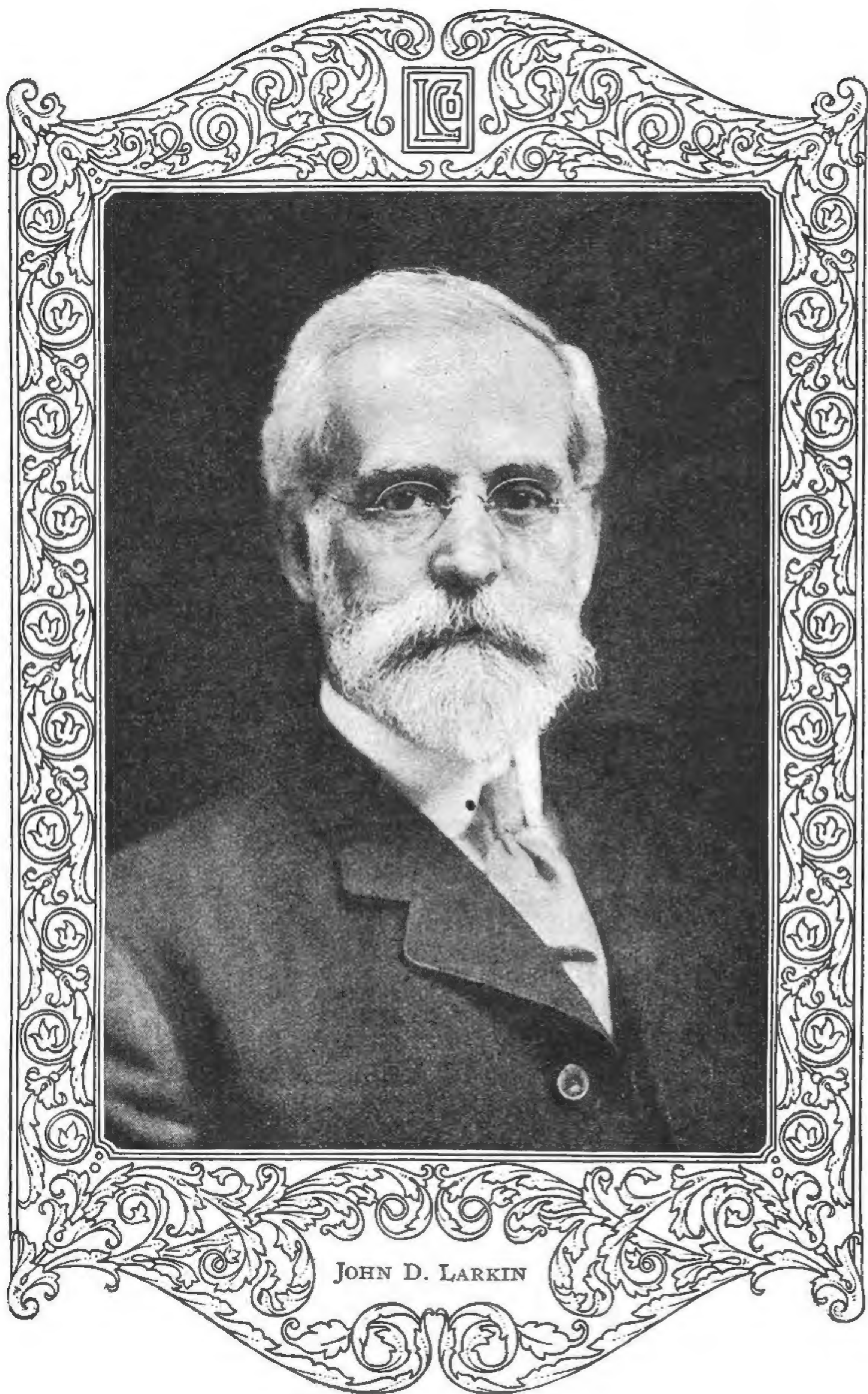
For:

Windows
Glassware
Mirrors
Metalware
Tiles
Marble
Enamels
Paint
Woodwork
China
Bathtubs
Refrigerators



12-oz. can,
20c
 with premium

Case
 of 50 cans,
\$9
 with premium





TO MY FATHER

THE cherished years of association with my Father have given me a deep reverence for his character.

Justice, humanity, discretion, thoroughness and simplicity are the qualities which illuminate his many years of achievement.

It is my most sincere wish that we may be able to nourish and preserve these principles in the great business which he has founded.

John Larkin Jr.

1875-1925

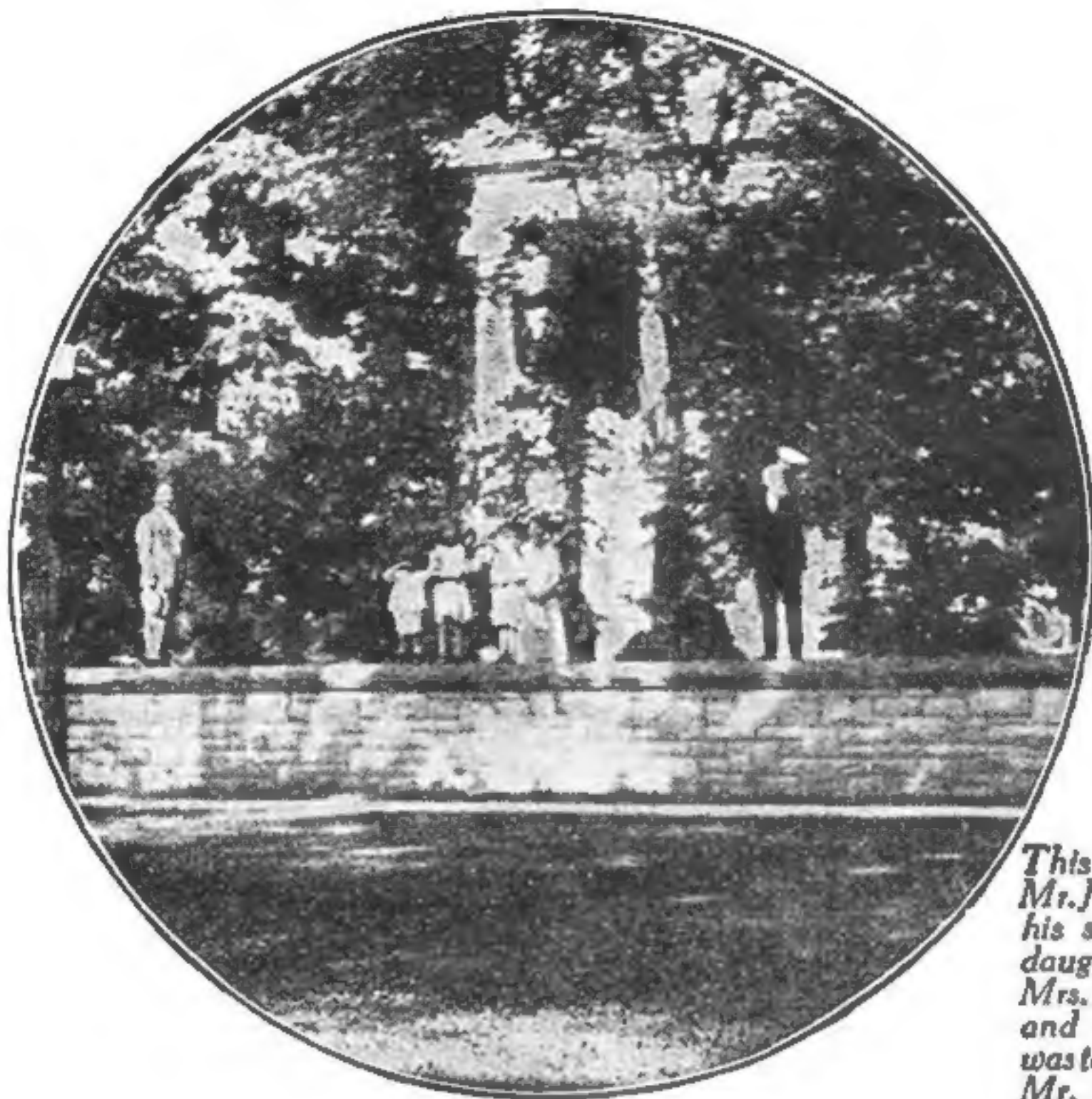
The Larkin Idea

Save all cost that adds no value

Vol. XXI

MAY, 1925

No. 3



This photograph of Mr. John D. Larkin, his son-in-law and daughter, Mr. and Mrs. Walter B. Robb and their children, was taken in front of Mr. Larkin's home by one of our Secretaries at the time of the visit of the Travel Trip Winners in 1924

A Maker of Homes

F. B. F.

Oh! he who loves his hearth and home
And there finds peace and rest
The yearning hopes of homelike folks
Can understand the best!

How truly then could such an one,
A quiet, thoughtful man,
Conceive to bless the family life
The helpful Larkin Plan.

A Great Business Is But the Shadow of a Man

By
Francis B. Frasee

IT is right and fitting that the May, 1925 issue of The Larkin Idea be dedicated to the Founder of Larkin Co Inc. 1925 is his 50th Anniversary year; May 1925 is his 50th Anniversary month.

When the big achievement is realized, when the dreams of youth have at last come true, how dim and distant seem the days of birth and promise.

As the Founder of Larkin Co surveys the panorama of the vast Larkin Factories, how far away must seem that tiny building 25x60 ft. square in which he first started the manufacture of Larkin Soap.

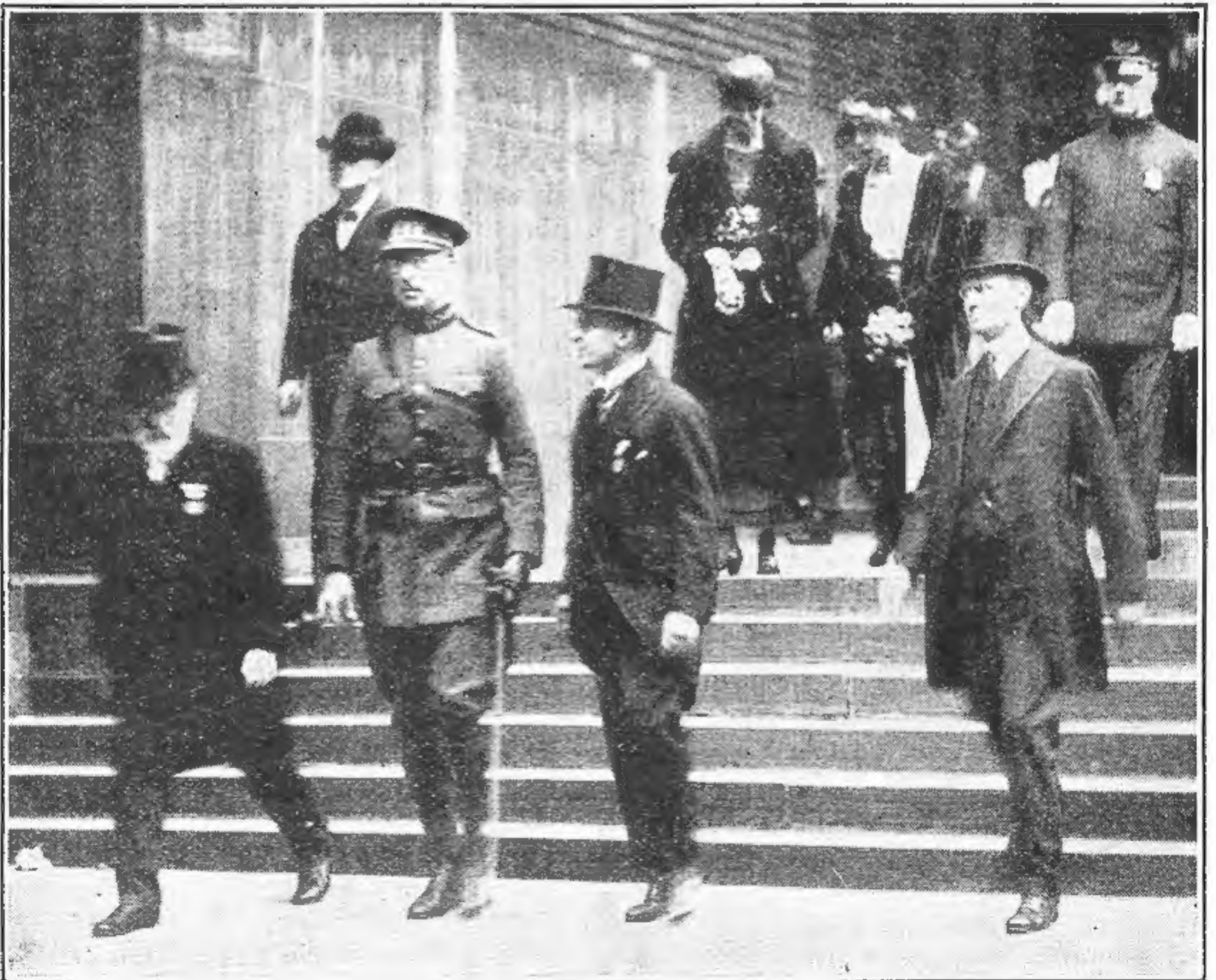
Yet, there was a day and an hour

when the first cake of Larkin Soap was manufactured. There was a day and an hour when that first cake of Larkin Soap was sold—when John D. Larkin had his first customer.

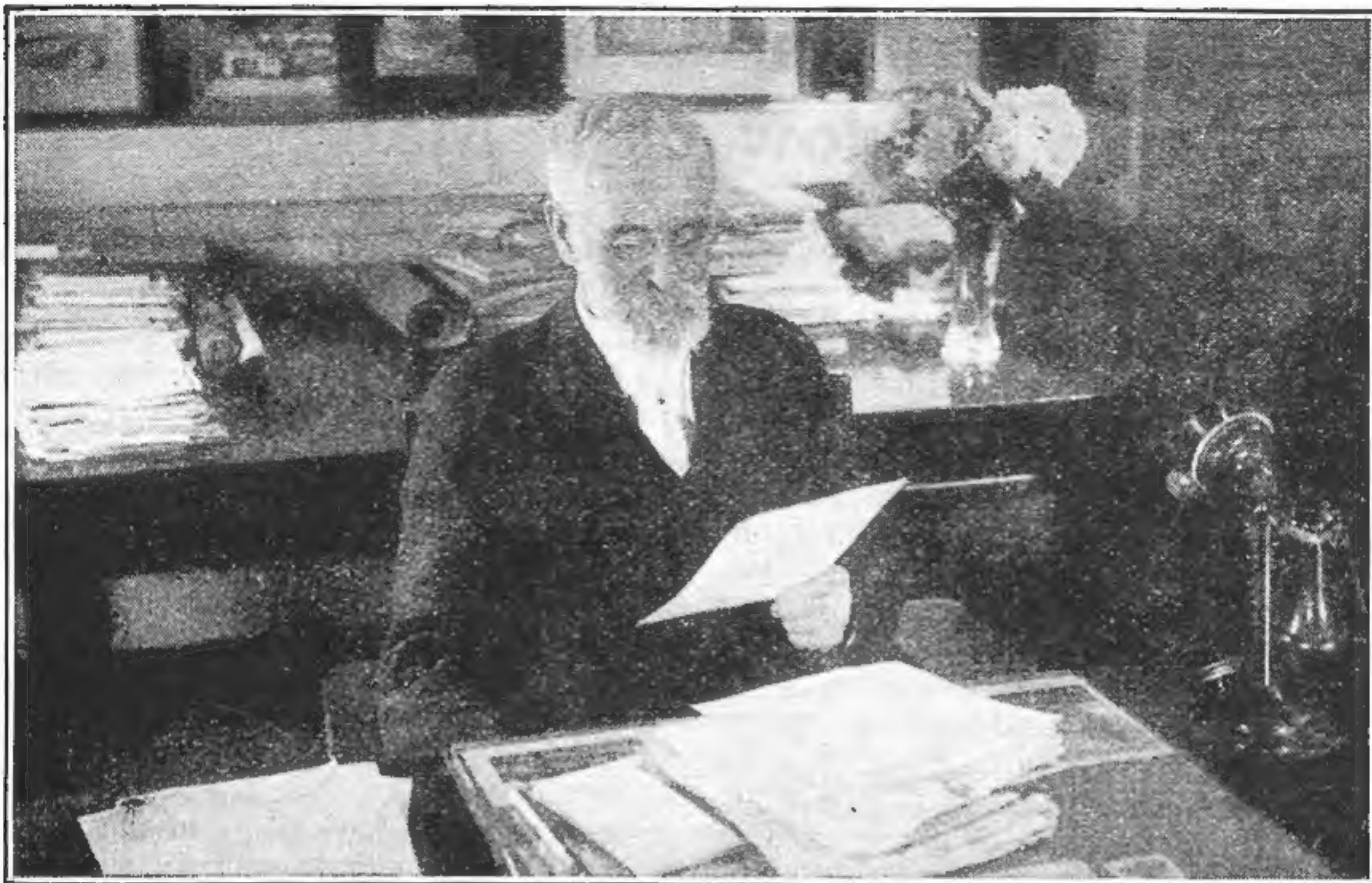
Up From a Small Beginning

The day that John D. Larkin founded his business was May 1, 1875, the place was the City of Buffalo. And here in the City of Buffalo within a short distance of that first tiny building, the great Larkin Plant has risen throughout the half century that has elapsed. Building after building has been erected, until to-day that plant covers 75 acres of floor space.

Someone has written well and true,



When Mr. Larkin played host to Royalty, showing the Larkin Factories to the King and Queen of Belgium.



The morning mail these days brings Mr. Larkin congratulations and good wishes.

that a great business after all is but the shadow of a man. The standard dictionary further defines business as an "occupation that requires energy, time and thought."

Then the Larkin business must be that occupation into which the Founder has poured his energy, time and thought in fullest measure. Surely the one word which must express and include this energy, time and thought is that simple, common, every-day word, SERVICE. And Larkin service surely has fulfilled and is fulfilling the highest ideals, the highest hopes and longings of the homes of America.

Happy Homes Through Larkin Plan

But what need to express that thought in a magazine article read by loyal Larkin Secretaries the country over. The very rugs upon which they walk, the very chairs upon which they sit, the very lamps that shed their light within the home, the snow white linen on the table, the dainty china, the gleaming silver, and the sparkling glassware furnish beyond words their testimony as to what that Larkin service represents.

Little wonder that as the years have rolled by, the ever widening, ever growing circle of Larkin Secretaries and their club members has grown

from the mere handful of customers in 1875 to the millions in 1925.

Just how much the appreciation and regard of Larkin Club Secretaries and their club members have represented as the years have gone by as an inspiration to Mr. Larkin and his associates, is well illustrated in a little narrative which Mr. Larkin himself recounted not long ago to the writer of this article.

In the Heart of the Founder

Said the President of Larkin Co to his interviewer:

"Many years ago it was rumored that Larkin Co had participated in a great combine of Soap Manufacture the country over. You can imagine my gratification at receiving a letter from one of our good customers in New York State. This customer wrote me as I recall about as follows. 'I cannot believe the rumor that has come to me that Larkin Co is participating in any Trust. You have had such high ideals and have filled such a splendid place in the world that I cannot believe that you were the party to any trust.'

"And then" added Mr. Larkin as the rest of the story came to him, "this customer went on in her letter to say that she had seen such wonderful evi-

dence of the benefits that the Larkin Plan had brought to a neighbor. The ideals, hopes and longings of the wife were gratified by the suggestion that she start a Larkin Club. As the things that made home better and more livable came into the home, they transformed not only the home but the whole thought of the folks in the home. The husband's loyalty was stirred, his home love awakened and all because of the Larkin Factory-to-Family Plan."

The particular incident Mr. Larkin recounted came to him as stated in a letter years ago. But it had remained with him as a spur and inspiration to greater achievement.

Spirit of Larkin Co

And because the relationship between Larkin customers and Larkin Co has been one of friend with friend, Larkin Co has striven with the utmost purpose to bring to these friends the utmost in quality, value and worth for the funds entrusted to them.

That he might positively guarantee that quality and value, John D. Larkin has surrounded himself from the very inception of his business with an organization of men and women to whom he might entrust the carrying out of his ideals. Many of these associates have been with Mr. Larkin since the early days of the business and have played their part in bringing to pass the achievement of half a century. Upon their vision, foresight and thoughtfulness has devolved the responsibility of obtaining this value, quality and worth.

The Best of Everything for Larkin Folks

The Larkin Idea for April 1925, the preceding month's issue, contained the human, interesting letters of some of these associates, with whom Mr. Larkin has surrounded himself. These men recounted in sample direct letters their earnest seeking to

give double value in the lines of manufacturing and buying which fall under their supervision. Such is the out-reaching for value in the Larkin Organization.

As to the purity of Larkin goods, one might say that at Larkin Co the laboratories are preeminent. To the Larkin Chemist is entrusted the final judgment on the quality of Larkin Products. And the result—Larkin Perfected Products!

Thus it is that the merchandise which pours forth from Larkin Co bearing the Larkin guarantee of satisfaction, wins and retains throughout the years, the friendship of those Larkin Co serve.

An Ever-cherished Ideal

But back of the men who manufacture and buy for Larkin customers, back of the men and women who guard the quality of Larkin Products, back of the men and women who handle orders and write letters, back of the sales and advertising staff, stands the idealism and the purposefulness of the founder of Larkin Co.

Truly it has been said that a great business is but the shadow of a man.



Flinging Old Glory to the breeze when we entered the World War.



Niagara Beckons You! Larkin Hospitality Awaits You!

As the beauty and loveliness of spring breaks on us in full glory, the desire to travel and the joy of sight-seeing stirs within us.

To the Larkin Secretary eagerly working in the great Larkin Golden Jubilee Contest, fine spring weather means just two things—a great longing to experience the thrill of the great Travel Trip to Niagara Falls and Buffalo—and the opportunity to get around easily among club members and neighbors to get Larkin orders.

Travel Dates Ideal

The fortunate victors in the Golden Jubilee Contest, the wise Coupon Winners who decide to join the great party, and the traveling companions who will accompany the winners, under the rules of the contest, will be entertained in Buffalo from Tuesday, August 4 to Thursday, August 6th inclusive.

Bordering on beautiful Lake Erie with Niagara Falls at our very door, Buffalo is the ideal summer tourist city, beautiful weather prevails. The sail on Lake Erie and the motor trip to Niagara Falls that comprise a part of the entertainment program will be taken under the most ideal weather conditions.

Added to the pleasure of the entertainment while here is the additional enthusiasm of a daylight trip by pullman to Buffalo for all of the guests at the party. Or, guests may come by night and return by day.

As announced, the entertainment of the party will be at the magnificent Hotel Statler, the most palatial hotel

between New York and Chicago. How delightful it will be to be met by the Larkin Reception Committee on arrival in Buffalo and escorted to this beautiful hotel which will be the home of the victors in Buffalo!

Larger Party This Year

Interest in the contest is more wide spread than ever. Thousands of Secretaries are earnestly endeavoring to be among the 1,000 travel trip and coupon prize winners. A goodly number are earnestly endeavoring to enjoy the right to bring a husband, a sister, a daughter or some dear friend or relative. Especially is this true in the case of prize winning Secretaries who have visited us in the past. A large number have gone home determined that the great trip should be lived over by some of their own folks as an actual experience.

What One Secretary Said

A travel trip winner residing in York, Pa., remarked recently to the Editor of The Larkin Idea who happened to be in that city:

"I am doing my very best in the Larkin Golden Jubilee Contest. I want to go back to Buffalo again simply to prove to myself that the experience of some years ago is not after all just a happy dream. I want to live over again all the entertainment and sight-seeing and the meeting of Larkin folks from all over the United States. I want to enjoy once more the friendliness and hospitality of Larkin folks in Buffalo."

The Kind of Contest Work That Wins Prizes



Mrs. Geo. G. Gilbert, York, Pa., and her three bright children. Mrs. Gilbert is both a splendid mother and a Blue Star Secretary.

York, Pa., is a lively, busy city of the Keystone State where Larkin Products and Premiums have won the hearts of the people. The Editor of The Larkin Idea recently visited this bustling town. Among others, he called upon Mrs. James A. Howett, last year's third prize winner; Mrs. Wm. F. Trageser, and Mrs. Wm. A. Ulrich, who had enjoyed the trip to Buffalo on previous occasions. All of these Secretaries are achieving a splendid record for themselves in this year's contest.

If space permitted in this issue of The Larkin Idea, we would like to tell of the way in which each of these Secretaries is going industrially about her daily endeavors. Larkin Secretaries everywhere may well read with profit the account of how one able, accurate Secretary plans and carries out her daily schedule.

Introducing Mrs. G. G. Gilbert

Last year Mrs. Geo. G. Gilbert of York, Pa., was just really beginning her Larkin Club work. She decided, however, to make a start in the "Let's Go to Buffalo" Contest that year. Her persistent endeavors were awarded by a prize in Larkin Coupons. When the Larkin Golden Jubilee Contest was announced, Mrs. Gilbert resolved to better her record of the preceding year. She had obtained over 100 club members or pantry customers whom she

served regularly. The care that she took of these individual customers, held their interest so that she had their staunch support this year.

To them she had added perhaps twenty-five or thirty more. She has planned her week so that she may visit these club members once a week.

Mrs. Gilbert realizes that samples of Larkin Products help greatly to start folks buying when she calls upon them. She has used the Larkin Sample Case to this advantage, but she doesn't stop with the sale of Larkin Products that she carries with her. Her Larkin Catalog is, however, handy for the sale of further Premiums and Products.

Another strong point that Mrs. Gilbert makes is frequent orders. She doesn't believe it right to hold up her customers for those who are hesitating or delaying a purchase. Thus, she frequently has several orders on the road.

Just what the Larkin Plan means to this wife and mother was plainly shown as she displayed the Larkin Premiums in her pretty living room. Her eyes sparkled as she told of the way in which she was endeavoring to prove herself a partner for the husband who was doing his best to make the home for the little folks a worthwhile one, indeed.

What Mrs. Gilbert has done you can do.

The Magic Touch of Larkin Paints

Prize Letter

By Mrs. Benjamin Gold, Holyoke, Mass.

"A deserted house in the country in apple-blossom time! What charming prospects one has in view as one mentally sees the drab, gloomy house transfigured by means of paint brush and a little effort into a home which is in keeping with its joyous surroundings.

"We came, we saw, and we were conquered by the charm of the lovely countryside which surrounded the forlorn little house. We immediately hunted up the owner, and after much negotiating we became the happy owners of both house and joyous apple-blossoms.

"We decided to make the house shine in a coat of white, using Larkin Paint No. 7, with windows and doors in green, Larkin Willow Green Paint No. 19, not forgetting to stain the shingled roof with green shingle stain. On floor and steps of the veranda, lead gray porch paint was used, on the ceiling light blue.

Larkin Paint Did the Trick

"So much for the outside of the house. In the interior, the woodwork

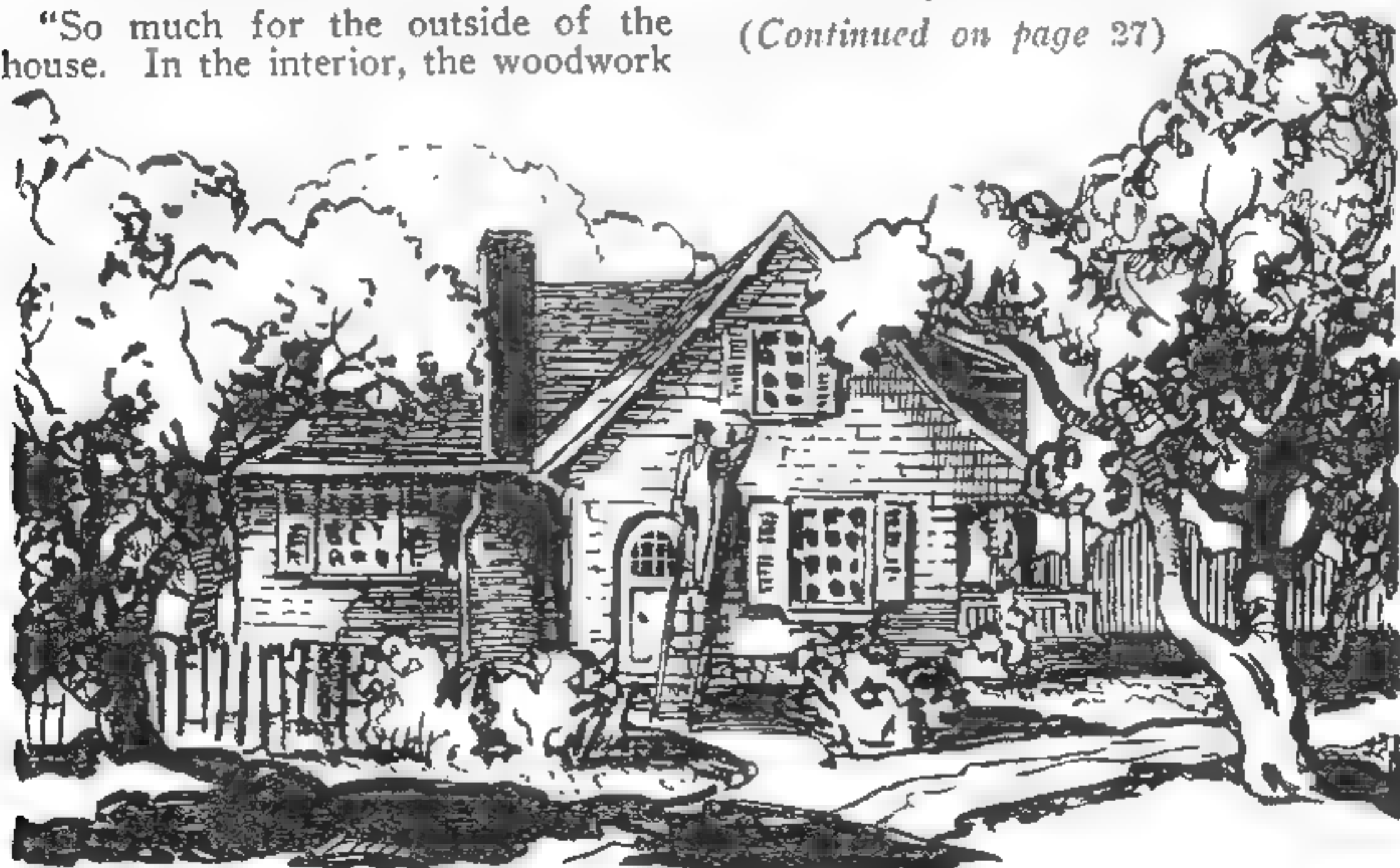
had originally been painted the ugliest of colors and was shabby and neglected, but with Larkin No. 717 Flat White and a paint brush blazing the way, we gave every inch of woodwork two coats of white paint and one coat of enamel. For the bedrooms, white, and for the living-room, ivory.

"The largest room which had previously been a kitchen was turned into a cozy living-room by painting the woodwork white, followed by a coat of ivory enamel to give it a soft, creamy glow. With its gray tapestry paper and enameled woodwork, one would never dream that the charming room had once been a drab, old kitchen.

"All the floors were given a coat of Larkin Ground Color followed by Larkin Dark Oak Varnish No. 673. No coverings but a few small rugs were needed upon the shining floors.

A Clean, New Kitchen

"A shed adjoining was turned into a kitchen by means of wall-board and
(Continued on page 27)



In the Front Rank of Larkin Secretaries



Mrs. E. R. Blair

Editor's Note: We're proud to be able to present to the readers of The Larkin Idea, Mrs. E. R. Blair, a Blue Star Secretary of Greenville, Pa., whose portrait appears with her letter on this page.

Mrs. Blair has been sending orders to our Company for a number of years. Her knowledge of the Larkin Plan and its money-saving values, and

her splendid spirit of enthusiasm and loyalty, have won friends for Larkin throughout her community and rewarded her with a full measure of success in her Larkin work. To-day, she enjoys the distinction of being in the front rank of Larkin Secretaries—a Blue Star Leader.

Do you wonder that we say we're proud to present her to you!

A Message from a Blue Star

By

Mrs. E. R. Blair, Greenville, Pa.

"FOR twenty-five years I have been a Larkin customer, and for the past twelve or fifteen years I have conducted one or more clubs almost continually. I have enjoyed the work, for a great number of my friends have been benefited by the opportunity to purchase Larkin Products. I have a list of co-operative buyers that are highly satisfied with the Larkin Factory-to-Family Plan.

"With the advent of the Economy Plan I think a great progressive step was made, which accounts, in my neighborhood at least, for advanced sales in recent years. I now sell probably ten times as much as in the days preceding the new plan.

"Last October I made my first visit to the enormous establishment of Larkin Co in Buffalo, and at that time I saw and admired an electric lamp,

which was later bought for me by my husband. It is as much admired by those who see it now.

"My home is largely furnished with Larkin Products and Premiums, outside as well as inside, for we used Larkin Paint the last time a fresh coat was applied. I imagine I am no exception when I say that everything I have purchased from Larkin Co has been highly satisfactory.

"Although this is my first year as a Blue Star Secretary, I do not intend it to be my last. I certainly appreciate the co-operation I have always had.

"Let me say that I hope Mr. John D. Larkin derives as much satisfaction from his Golden Anniversary of progressive business administration, as I have my Silver Anniversary of business connection with the Company."

Planning Our Summer Picnic Two Months Ahead

By

*Mrs. W. E. Moody
Falls City, Nebr.*

"Last summer I gave my club members a picnic, reorganizing that day two Larkin Clubs. One was at \$1 a share, the other at \$2, each club to run the full ten months. I was sorry that some of the members were not able to come, for all who attended surely had a good time.

"Now we are planning and looking ahead to having another picnic when we reorganize, though it is still two months off!

"So right now I have begun to make inquiries as to who wants to continue as some of us don't want to miss even one month's order. I have spoken to three of the \$1 members and each said, 'Yes. But next time I want to go in for \$2 a month.' Two other members called me by 'phone and said they wanted to go in for \$2 next time instead of \$1.

"Another said she had a friend who wanted to join when the club reorganized, and I said if she cares to she can join now and take out large or small orders as she wished, and then when the club organized anew she could sign up as a regular member. In that way, her several extra orders would add more toward her Premium when she got it later. She was glad to start that way.

"This picnic we had last year brought two new members in the club. And here is hoping that the picnic this summer will help to get several more members. So hurrah for our picnic two months away!"

All wide-awake Larkin Secretaries will have picnics for their club members this summer that they may enjoy their membership to the fullest.

Glorious Times at Club Gatherings

By

*Mrs. John Sheets
Dayton, Ohio*

"I have been a Larkin Secretary for more than 25 years. I have some club members who have been with me all these years.

"We meet the second Friday in each month at the home of one of the members and have a social time.

"Every Christmas we have an all-day meeting with a big Christmas dinner and Santa Claus and gifts. In August we have an all-day outing.

"My members all like the Larkin Products and Premiums."



A Different Address

Have you a different address from the one you gave when you wrote us last? If so,

please give your old address as well as your new when you send another order. We would appreciate your letting us know of any change so we can address your Larkin mail correctly.



A Welcome for You at the Larkin Factories

We have open house to visitors the year 'round. If you or any of your friends motor to Niagara Falls and stop off at Buffalo, or if some other occasion takes you to our city, call on us and let us show you through the Larkin Plant.

The Larkin Factories are readily reached from the downtown district and a trip through them, taking about an hour, will be ever remembered for its rare interest and fascinating form of instruction.

A cordial welcome awaits you.



Mrs. John Sheets, a Larkin Secretary of Dayton, Ohio, whose members have many jolly times together.

What It Means to Be a Larkin Star Secretary

All Larkin Secretaries whose cash orders for Products or Premiums within a calendar month amount to \$100 or over are classed as Star Secretaries and are awarded Coupon Prizes as described below:

<u>Cash Business for the Month</u>	<u>Star Secretary Class</u>	<u>Monthly Coupon Prizes to Each Star Secretary</u>
\$100 to \$199	Red Star Secretary	20 leaders, \$10 All others, \$ 7
\$200 or over	Blue Star Secretary	10 leaders, \$25 All others, \$15

These Coupon Prizes are mailed as soon after the close of each month as possible. Names of *all* Blue Star Secretaries are printed on the Honor Roll in The Larkin Idea and of *leaders* of Red Star Secretaries, limited space not permitting publication of all the Red Stars.

You can earn the Star Secretary Coupon Prizes each month! Resolve to do it!

We Would Like to Know—

How many Larkin Secretaries have radio sets in their homes. Also, how many heard "The Larkin Hour"—the concert provided by Larkin Co and broadcast every Friday evening from Station WGR at Buffalo.

Whether you have a radio set or not, won't you please fill out and return the Coupon below as soon as possible? It will help us greatly in determining whether we should again offer programs such as have been broadcast for the past 12 weeks.

Won't You Send the Coupon Back at Once—Please?

Radio Editor,
c/o Larkin Idea,
Larkin Co Inc.,
Buffalo, N. Y.

(In the lines below, cross out
the words which do not apply)

I have a Radio Set.
do not have

I heard "The Larkin Hour" broadcast from WGR.
did not hear

Name

Address

City State

Larkin Star Secretary Honor Roll for March

BLUE STARS

Leaders \$25 Coupon Prize to Each

Others \$15 Coupon Prize to Each

**Indicates Secretary is one of the 10 Leaders*

Mrs. M. L. Allison.....Shelbyville, Tenn.
Mrs. Gust. L. Anderson.....Brockton, Mass.
Mrs. Fred C. Angus.....Milford, Mass.
*Mrs. Geo. Baillargeon.....Winooski, Vt.
Mrs. Frank Balowski.....Detroit, Mich.
*Mrs. A. W. Bassett....North Bennington, Vt.
Mrs. Roy BeardHarrisburg, Pa.
Mrs. H. BelangerSouthbridge, Mass.
Mrs. Stanley Bennett.....Brownville, N. Y.
Mrs. A. A. Berger.....Waukesha, Wis.
Mrs. C. S. Berkheimer.....York, Pa.
Mrs. Alphonse Binette.....Sanford, Maine
Mrs. Geo. J. Bleau.....Winooski, Vt.
R. BlubaughLebanon, Ind.
Mrs. F. E. Bossard.....Tulsa, Okla.
Mrs. Alfred Boucher.....Biddeford, Maine
*Amanda Boucher.....Somersworth, N. H.
Miss Margt. Breslin.....Mount Carmel, Pa.
Mrs. Earl L. Brown.....Sanford, Maine
Mrs. Fred BryceWindsor, N. Y.
Mrs. Frank BuzbyOcean City, N. J.
Mrs. G. H. Cannon.....Lexington, Ky.
Mrs. Jos. CauchonWinooski, Vt.
Miss Bessie Chadwick.....Millville, N. J.
Mrs. Harry H. Clare.....Altoona, Pa.
Mrs. Stella M. Colby....Waterville, Maine
Mrs. Chalmer E. Conrad....Harrisburg, Pa.
Mrs. Paul Cournoyer.....Keene, N. H.
Mrs. Jos. Couture.....Somersworth, N. H.
Mrs. Oscar J. Cramer.....Chambersburg, Pa.
Mrs. Mae CroftMaynard, Mass.
Mrs. A. C. Culver.....Hartford, Conn.
Mrs. Irene Cunningham.....Dunkirk, Ind.
Mrs. Theo. Dahl.....Peoria, Ill.
Mrs. Jos. H. Daniels....East Douglas, Mass.
Mrs. Dekeyrell.....Detroit, Mich.
Mrs. David M. De Veney.....Peoria, Ill.
Mrs. Chas. Dinger.....Harrisburg, Pa.
Mrs. E. Di Pirre.....Chicago, Ill.
Mrs. Jos. A. Destie.....Augusta, Maine
*Mr. Rodolphe Destie.....Augusta, Maine
Mrs. Merrill L. DubaBurlington, Vt.
Mrs. Wm. E. Duris.....Howell, Mich.

Mrs. Lillie EschAllentown, Pa.
Mrs. M. A. Flanagan.....Corning, N. Y.
Mrs. James Flannigan.....Stanhope, N. J.
Mrs. Henry Fontaine.....Augusta, Maine
Mrs. Louie E. Fowler....Newburyport, Mass.
Mrs. Thos. E. Fox, Jr.....Winooski, Vt.
Mrs. Geo. C. Frasch.....Ashland, Pa.
Mrs. Geo. C. Frazee.....Decatur, Ill.
Mrs. Verner Freeman.....Brockton, Mass.
Miss Fannie L. Frost..West Albany, N. Y.
Mrs. J. FuginaChicago, Ill.
Mrs. Geo. H. Fuller.....Milford, Mass.
Mrs. John GablerSt. Marys, Pa.
Mrs. Louis Garyantes.....Wilmington, Del.
Mrs. Jacob E. Goltz.....Reading, Pa.
Mrs. Geo. C. Gilbert.....York, Pa.
Mrs. W. B. Gill.....Nashville, Tenn.
Mrs. A. F. Gosner.....Easton, Pa.
Mrs. Oscar Griffith.....Harrisburg, Pa.
Mrs. Dan. Grim.....Tower City, Pa.
Mrs. Emilie Grimm.....Altoona, Pa.
Mrs. Orilla Guertin.....Waregan, Conn.
Mrs. Domenick GurnariLuzerne, Pa.
Mrs. Wilbur J. Hall.....Columbia, S. Car.
Mrs. W. S. Halman.....Altoona, Pa.
*Mrs. Lansford Hankee.....Northampton, Pa.
Mrs. James Harner.....Valleyview, Pa.
Mrs. P. E. HarrisBelmont, N. H.
Miss W. HarrodSaginaw W. S., Mich.
Mrs. A. M. Hentz.....Tower City, Pa.
Mrs. H. Herman.....Detroit, Mich.
Mrs. Louis D. Hesse.....Benld, Ill.
Mrs. Hazel Houser.....Auburn, N. Y.
*Mrs. James A. Howett.....York, Pa.
Mrs. Harold J. Hurley.....Troy, N. Y.
Mrs. E. Kanwisher.....Chicago, Ill.
Mrs. John Kapp.....Williamstown, Pa.
Miss Vanna V. Kelley.....Bloomsburg, Pa.
Mrs. Frank O. Kelly.....Ashland, N. H.
Mrs. Geo. W. Kennedy.....Harrisburg, Pa.
Mrs. Homer Krick.....Fort Wayne, Ind.
Mrs. Mike Kufrovich.....Mahanoy City, Pa.
Mrs. Ed. Lafferty.....Superior, Wis.

(Continued on next page)

BLUE STARS

(Continued from preceding page)

Mrs. J. Lahouse.....Detroit, Mich.
 Mrs. Harold H. Lauber.....Freeport, N. Y.
 *Mrs. Edmond M. Lavalles Southbridge, Mass.
 Miss Myrtle Law.....Williamstown, Pa.
 Mrs. Abram F. Lear.....Doylestown, Pa.
 Mrs. F. A. Lehmann.....Baltimore, Md.
 Mrs. Aldea V. Levesque..New Bedford, Mass.
 Mrs. Fred C. Linn.....Harrisburg, Pa.
 Mrs. Arthur Lotz.....Mansfield, Ohio
 Mrs. G. MackChicago, Ill.
 Mrs. Cora E. Maddock.....Hazleton, Iowa
 Mrs. Abram Magill.....Harrisburg, Pa.
 Mrs. J. H. Mathews.....Morgantown, W. Va.
 Mrs. J. O. Maxwell.....Harrisburg, Pa.
 Mrs. Geo. Mayotte.....Hudson Falls, N. Y.
 Mrs. Anna Melleky.....Danbury, Conn.
 *Mrs. Benj. H. Miller....Columbia City, Ind.
 Mrs. Nellie Miraben.....Marietta, Ohio
 Mrs. Myrtle V. Moffett...Shinnston, W. Va.
 Mrs. Louis Mongeon.....Winooski, Vt.
 Mrs. Thomas Morley.....Detroit, Mich.
 Mrs. Clarence S. Morris...Harrington, Del.
 Mrs. Lillian Murling.....Perry, N. Y.
 Mrs. E. V. Murphy.....Harrisburg, Pa.
 Mrs. A. N. McFarland.....Coatesville, Pa.
 Mrs. D. J. McKinley.....Jacksonville, Ohio
 Mrs. Cora F. McMullen...E. Rochester, N. Y.
 Mrs. E. A. Norwood...Medford Hillside, Mass.
 Mrs. Wm. O'Donnell.....Chicago, Ill.
 Mrs. Emil Paeschke.....Detroit, Mich.
 Mr. Fred P. Parke.....Fulton, N. Y.
 *Mrs. J. M. Patterson.....Bloomsburg, Pa.
 Mrs. Ben Pauls.....West Frankfort, Ill.
 Mrs. A. Peters.....Racine, Wis.
 Mrs. Millen Pellett...Newark Valley, N. Y.
 *Mrs. Wilfred Pelletier.....Manville, R. I.
 Mrs. S. J. Pitts.....Bradford, Pa.
 Mrs. Andrew J. Pohl.....Stillwater, N. Y.
 Mrs. A. F. Pyer.....Dexter, Maine
 Mrs. Sarah E. Rader.....Bethlehem, Pa.
 Mrs. Lena RaupJersey Shore, Pa.
 Miss Sara A. Ray.....Reading, Pa.
 Mrs. Stella Reed.....Fairfield, Iowa
 Mrs. G. Stanley Reid.....Braintree, Mass.

Mrs. Wesley M. Richardson..Sanford, Maine
 Mrs. Fred RickBurnham, Pa.
 Mrs. Omer J. Roberge..Salmon Falls, N. H.
 Mrs. Walter M. Rogers.....Bath, Maine
 Mrs. T. J. Rothermel....Wilkes Barre, Pa.
 Mrs. C. W. Sanderspree..Fort Edward, N. Y.
 Mrs. Herman Schultz.....Detroit, Mich.
 Miss Remelda Schultz.....Detroit, Mich.
 Mrs. Chas. Scott.....Tamaqua, Pa.
 Mrs. John Seckinger.....Jacksonville, Ohio
 Beulah Seymour.....Mahanoy City, Pa.
 Mrs. H. A. Sieger.....Detroit, Mich.
 Mrs. Ruth Simpson.....Franklin, Pa.
 Mrs. J. Smerlinski.....Milwaukee, Wis.
 Mrs. Frank N. Smith...Council Bluffs, Iowa
 Mrs. D. E. Snyder.....Port Jervis, N. Y.
 Mrs. Edward R. Snyder.....Harrisburg, Pa.
 Mrs. Marion F. Sullivan...Eastwood, N. Y.
 Mrs. Chas. H. Swartz.....York, Pa.
 Mrs. E. M. Taschereau...Southbridge, Mass.
 Mrs. J. Norman Taylor.....Robesonia, Pa.
 Mrs. G. M. Tetreault.....Salem, Mass.
 Mrs. Nora M. Thomas....New Freeport, Pa.
 Mrs. C. A. Thompson.....Detroit, Mich.
 Mrs. Ruth Toft.....Trenton, N. J.
 Mrs. Wm. F. Trageser.....York, Pa.
 Mrs. Pauline Trahan...E. Rochester, N. Y.
 Mrs. Geo. F. T. Trask.....Keene, N. H.
 Mrs. B. D. Swoope Travis...Emporium, Pa.
 Mrs. Wm. A. Ulrich.....York, Pa.
 Mrs. Ida Van Meer.....Toledo, Ohio
 Miss Meda Vogenitz.....Allentown, Pa.
 Mrs. Clara Wamsley.....Ellicott City, Md.
 Mrs. Carrie S. Ward.....Danville, Pa.
 Mrs. Milton V. Wareham...Harrisburg, Pa.
 Mrs. Fannie Waterbury...Sherrill, N. Y.
 Mrs. Louisa Weaver.....Detroit, Mich.
 Mrs. Rev. E. Wengerd.....Polk, Ohio
 Mrs. Fred M. West.....Conneautville, Pa.
 Mrs. Fred Whitmeyer.....Rome, N. Y.
 Mrs. P. G. Willig.....Danbury, Conn.
 Mrs. S. E. Willis.....Waucoma, Iowa
 Mrs. Minnie Wolfgang.....Lewistown, Pa.
 Mrs. Stella Wrubel.....Dickson, Pa.
 Mrs. Edward C. Yarian..New Waterford, Ohio

20 RED STAR LEADERS

\$10 Coupon Prize to Each

Mrs. Maudie Curry.....Bluffton, Ohio
 Mrs. Florence Delozier.....Altoona, Pa.
 Mrs. Henry L. Derstein.....Hatfield, Pa.
 Mrs. Cora A. Draper.....Williamsport, Md.
 Mrs. P. J. Farrell.....Swanton, Vt.
 Mrs. May FossSpringvale, Maine
 Mrs. Herbert B. Fullager..Penn Yan, N. Y.
 Mrs. Roy Horgan.....Mahanoy City, Pa.
 J. T. Leytham.....Rochester, N. Y.
 Mrs. H. J. Lund.....Quincy, Mass.

Mrs. Chas. A. Martin.....Allentown, Pa.
 Mrs. Ed. Morris.....Ridgely, Md.
 Mrs. Hugh Mulvey.....Ticonderoga, N. Y.
 Mrs. Chr. J. Oleson.....Berlin, N. H.
 Mrs. R. R. Reed.....Ellwood City, Pa.
 Mrs. Geo. Robinson...Lyon Mountain, N. Y.
 Mrs. Mertie F. Simonds....Madison, Maine
 Mrs. E. L. Stephenson.....Fairfield, Iowa
 Mrs. Harry Tompkins.....Houtzdale, Pa.
 Mrs. W. F. Weeks.....Gilberton, Pa.

Golden Anniversary Shower for Mr. Larkin

May, 1925

THE month of May is the real Golden Anniversary month in this Golden Anniversary year of Larkin Co. Just 50 years ago this May, Mr. John D. Larkin started Larkin Co Inc.

It has been suggested that thousands of loyal Larkin Secretaries would like some special opportunity to join in the celebration of this Golden Anniversary. We have sought a way that would not only mark the month for Mr. Larkin but profit Larkin Secretaries as well.

And so the Editor of The Larkin Idea announces a Golden Anniversary Shower for Mr. Larkin which may take form in one of the following ways:

1. The first order of a new EXTRA Larkin Club.
2. The purchase of a Larkin Pantry.
3. A special EXTRA half-price Pantry or Economy order.

Any Secretary performing any of these Golden Anniversary courtesies may attach to such an order the coupon in the lower right hand corner of page 17. This coupon will be detached and sent to Mr. Larkin personally as that Secretary's part in the shower.

KINDLY mail your Special Golden Anniversary Shower order in the regular way, sometime during the month of May, but be sure to cut out and attach the accompanying coupon to it.



SECRETARIES at Peoria Branch several years ago participated in a most gratifying Pantry Shower in honor of Mr. Larkin. We are quite sure that Larkin Secretaries the length and breadth of our land feeling the family spirit which has marked their relationship with Larkin Co will gladly participate in this plan which the Editor of The Larkin Idea suggests.

We believe that those who have been Secretaries even a comparatively short time will enter into the spirit of this Golden Anniversary Shower quite as enthusiastically as Secretaries who have dealt with Larkin Co ten, twenty and even thirty years.

**Fill Out and Attach this
Coupon to Your Shower Order**

Dear Mr. Larkin:

I am so glad to have my part in the Larkin Secretaries Golden Anniversary Shower. With this order I send my heartiest congratulations. May the year be one of happiness!

Name

St.

P. O.

State

My Year of Jubilee.

By
Louella Leonard

A year of golden jubilee, a year of golden
days,
On which prosperity's bright sun shines down
with cheerful rays,
For opportunities like flowers, around my
door I see,
And I am bound I'll make this year *my* year
of jubilee!

A year of golden jubilee, of busy hours and
bright,
To far outdo my record past, I'll strive with
all my might,
The gates of gain are right ahead and "work's"
the golden key,
So I am bound I'll make this year *my* year
of jubilee.

A year of golden jubilee, a year of great
success,
What I can do if I but try, 'tis really hard to
guess,
But opportunity's at hand, — results are up
to me,
So I am bound I'll make this year *my* year of
jubilee!

A year of happy jubilee for Larkin and
myself,
The goods will come and swift be sold from
off my Pantry shelf,
My orders I can treble sure, I'll send them off
with glee,
I know that I can make this year *my* year of
jubilee!

Started Toward Success

With a Larkin Pantry

**\$13 in
20 Minutes**

"When my pantry arrived I had one customer waiting for me to open the boxes. Before leaving, her purchases amounted to \$11.61 and an order for other articles. I placed a few articles such as Salt and Pepper Shakers No. 11, and Sugar and Cream Set No. 7, one Silver-plated Bread Tray No. 4, on my arm and went to the place where I am employed. My sales for twenty minutes were \$13 and I am very much pleased with my pantry."

Miss Ethel Saum, Hagerstown, Md.

"I received my Larkin Pantry and my first customer bought \$3.80 and gave me an order for \$4.20. My third customer bought \$15 worth. I am enjoying this work very much. Everybody around here has used Larkin Products before. I belong to a Larkin Club and at our last meeting I took a suitcase full of Larkin Products with me and sold \$18.70. I am having fine success with my pantry living in such a rural district."

Mrs. Chas. St. Pierre, Rumford, Maine

**First 2
Orders
\$23**

**\$76.75
Order in
3 Weeks**

"I have had my Larkin Pantry three weeks and this order I am sending makes me \$76.75. The only trouble I have is, I can't keep enough on hand. Two afternoons I drove out in my car and sold over \$16.00, besides the orders they gave me. I gained several new customers, which is the best part."

Edith Sawders, Kimbolton, Ohio

Let a Larkin Pantry Start You Now

The Larkin Idea

PUBLISHED AND COPYRIGHTED 1925
BY LARKIN CO INC.

Published each month and mailed free
to Larkin Secretaries only.

Short articles telling of Larkin experiences, accompanied when possible with photographs, are requested from Secretaries. Accepted ones will be paid for in Larkin Coupons.

Larkin Co Inc.
ESTABLISHED, 1875

BUFFALO, N. Y.

CHICAGO, ILL.

PEORIA, ILL.

OFFICERS AND DIRECTORS

JOHN D. LARKIN
PRESIDENT & TREASURER

JOHN D. LARKIN, JR.
VICE PRES'T & ASS'T TREAS.

HARRY H. LARKIN
VICE PRES'T & ASS'T TREAS.

WALTER B. ROBB
VICE PRES'T & ASS'T TREAS.

HAROLD M. ESTY
ADV. DIRECTOR

DARWIN D. MARTIN
SECRETARY

MAXWELL B. WHEELER
DIRECTOR

Vol. XXI

MAY, 1925

No. 3

"The Larkin Idea!" Somehow the title of our little magazine means more to us this month than ever before!



Just 50 years ago John D. Larkin started the business which was to introduce the Larkin Idea to American homes, which was to make the Larkin Factory-to-Family Plan a pathway to comfort and happiness for millions.



Larkin Secretaries everywhere have proved the depth of their friendliness for the Founder and President of Larkin Co. Letters of congratulations have poured in on every hand, literally thousands have been received. Countless new Golden Anniversary Clubs have been formed. Some of these clubs have consisted of as many as fifty members, a new member for each year in which Mr. Larkin has been in business.

A suggestion has been made that the month of May, the month in which Mr. Larkin started the business 50 years ago be set aside for a shower of orders for Mr. Larkin, orders that will actually represent a special en-

deavor on the part of each and every Larkin Secretary who wishes to participate.



The idea is not a new one. Pantry Secretaries of Peoria participated in such a tribute to Mr. Larkin on the occasion of a banquet in Peoria at which he was honored two years ago. So delighted were hundreds to enter into that occasion, that it was proposed that the same opportunity be offered in Mr. Larkin's Golden Anniversary year to all Secretaries.



The full details of Mr. Larkin's shower are given on pages 16 and 17 of The Larkin Idea. Read these pages carefully! Start your new Larkin Club, buy your pantry or send your special Pantry half-price order as part of the Golden Anniversary Shower for Mr. Larkin. Be sure to clip your Larkin Idea Coupon on page 17 and attach it to your special order.

Each morning during the month of May messengers will carry to Mr. Larkin's office the day's Golden Anniversary Shower coupons which have come in attached to orders. It will surely mean much to him to watch the pile of Larkin Idea Coupons grow and grow as the days slip by.



Undoubtedly many Secretaries are earnestly striving to win the great trip to Niagara Falls and Buffalo next August. The interest and thrills of the trip is greatly increased by the fact that the Golden Anniversary Banquet will be a personal tribute both to the victors and to Mr. Larkin. It will, indeed, be a time that will be cherished in the memory of every one present on this noteworthy occasion.



Hundreds of Secretaries who are Coupon Winners and thereby have the privilege of the trip will probably wish to join outright trip winners. Furthermore many outright trip winners will wish to be accompanied by some relative or friend as a traveling companion.

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"Golden Anniversary Party"

Prize Winning Letters

Evidently the idea of the Golden Anniversary Party found popular favor. Quite a group of Secretaries gave Golden Anniversary parties and wrote most interesting entertaining letters about them. It is always a task for the judges to select prize winning letters from the many excellent ones that are received.

In a large number of instances Larkin Secretaries followed very closely the plan of entertainment given by Louella Leonard in her suggestions for a Golden Anniversary party. Some, however, introduced features of their own which showed considerable originality. The judges finally determined the award of prizes on such letters as revealed the most unusual ideas of entertainment.

Some of the prize winning letters we hope to print in future issues of The Larkin Idea.

PRIZE WINNERS

1st Prize, \$20 in Larkin Coupons

Mrs. Mabel E. W. Patterson
Glendo, Wyo.

2nd Prize, \$15 in Larkin Coupons

Mrs. Clifford G. Shepherd
Hempstead, L. I., N. Y.

3rd Prize, \$10 in Larkin Coupons

Mrs. P. L. Hill
Bangor, Pa.

4th Prize, \$5 in Larkin Coupons

Mrs. E. W. Grogel
Flint, Mich.

5th to 10th Prizes, each \$2 in Larkin Coupons

Mrs. Irving E. Drew
Sussex, N. J.

Mrs. Karl M. Graham
Meadville, Pa.

Mrs. Joseph E. Grant
Saco, Me.

Mrs. Wm. C. Nestor
Westfield, N. J.

Mrs. D. H. Sullivan
Anson, Texas

Mrs. Wm. H. Whitehead
St. Louis, Mich.

New Offer

Cleans and polishes,
but does not darken.

Just the thing for colored
shoes and for combina-
tions of tan and black
leathers.

Preserves the original
colors.

35c with
premium



POLISHING WAX

Wherever you want a durable, water-proof polish on paint, varnish, shellac or natural wood, use.

Larkin Polishing Wax

1. It dries hard.
2. It does not catch dust.
3. It does not show finger-marks.
4. It covers small surface scratches.
5. It removes cloudiness from mahogany furniture.
6. It is perfectly transparent.

Paste No. 452

\$1.30 with premium

For Floors,
For Tables,
For other flat surfaces,

Liquid No. 458

70c with premium

For Furniture
For Leather
For uneven surfaces

Use it Yourself
Then You Can Recommend it to Others



For Your Piano

No polish but the best will do for its highly-polished, easily scratched surface.

Larkin Furniture Polish brings out the original finish without leaving a gummy, sticky deposit to catch the dust.

Larkin Furniture Polish

Perfected and Tested

25c with premium

Hurrah For Larkin!

By

Mrs. Harley J. Savage
Chester, Pa.

"I want to tell you how the Larkin Plan has helped me. I have been pleased with everything. Not once so far have I had to return anything on account of dissatisfaction of any of my customers.

"In regard to the Larkin Golden Anniversary Party suggested in The Larkin Idea, I could not have a party but I asked several different friends up and showed them the many different things I had received from Larkin, not failing to point out the value of each.

"The result was an order for \$24 worth of Products and Premiums, which I went up to Philadelphia and got taking a friend with me that she might see the Larkin Showroom in Philadelphia. The result of that was the order I just sent for her spring coat. After returning home I showed some of the things I had bought to another friend, which resulted in her ordering an iron skillet, saying she wanted more things next month.

"I have reason to be grateful for the Larkin Plan, for it has brought me many rewards in comforts for my home that otherwise I would not have had.

"Following is a little song I composed about the Larkin Plan, which might be a suggestion for some one having a party.

"Best wishes to Larkin Co on its 50th Anniversary!"

Larkin Forever

(Tune, "Glory, Glory, Halleluiah!")

Did you ever use the Products of the Larkin Company?

They have soaps, perfumes, and powders, household things you'll also see.

And with everything you buy you get a Larkin Coupon free,
And this is the Larkin Plan.

Chorus

Larkin, Larkin forever! Larkin, Larkin forever!

Larkin, Larkin forever! Hurrah for the Larkin Plan!

The Magic Touch of Larkin Paints

(Continued from page 10)

white paint. This room emerged from a cobwebby and old wood stage all shining with blue and white washable paper and white enamel. The old iron sink was given two coats of Larkin Flat White and one of White Enamel; the pump hid its rusty exterior under a covering of Larkin Aluminum Bronze.

"All through the house the magic touch of Larkin Paints and Enamels made itself felt as it turned dinginess into gleaming cleanliness. Old furniture was painted, old stairways varnished.

Our Abode of Cheer

"With the going of the apple-blossoms went the house of gloom. In their place came roses and an abode of cheer. The deserted farmhouse is no longer deserted. It has been restored through Larkin Paints and shows a smiling face of friendliness to the world. It is indeed a thing of beauty and a joy forever."



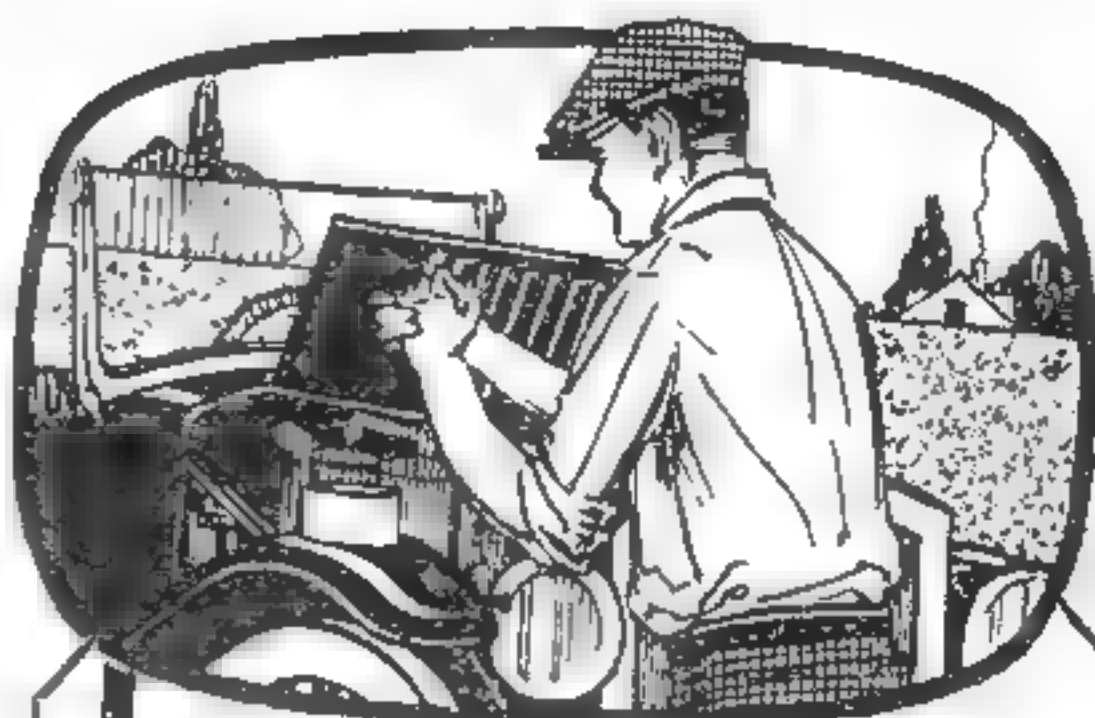
A Beautiful Tribute to Larkin

By
Mrs. Geo. Morgan
Camden, Ark.

"After serving Larkin Co as Secretary for about four years, I take this opportunity of expressing my appreciation for the company's squareness and fair dealing with my club members and myself at all times.

"Though I have two small children, and teach a kindergarten, every week day morning, of about twenty children, and do quite a bit of church work, I still find time for my Larkin Clubs. I have four clubs and several extra members. I enjoy the work and the rewards so much that I would feel lost without them, and everything from Larkin seems just a little better and a little different from articles gotten at other places.

"I hope that the years to come will bring as much joy in service as the past, and wish Larkin Co prosperity."



Were You Ever Caught
Without Water to Wash With?

20c

with
premium



Every one of your auto-owning
friends should know it and use it.

That Spring Tonic

Just at this season every one needs a spring "toning up." Overcome the depressing effects of winter's inactivity. Here's a spring remedy that gives satisfaction to thousands of Larkin folks.

Larkin Blood and Nerve Tonic

80c

with
premium



**PURE
AS IT IS
TRANSPARENT**

**TRANSPARENT
BATH**

GOLDEN GLOW

ROSE

BALSAM

**4 Kinds
4 Colors
4 Perfumes
4 Invitations**

A "guest" soap at a "family" price for every-day use.

Free-lathering, mild, fragrant, and jewel-like in its colorful transparency, it invites the fastidious person, and tempts the growing boy, to use it for toilet and for bath.

With-Premium Prices

*Transparent Bath	20c
Golden Glow	15c
Rose	15c
*Balsam	15c



Heartiest Congratulations!

By
Mrs. Wm. F. Trageser
York, Pa.

"Heartiest congratulations to Mr. John D. Larkin, Sr., and to all of the Larkin Co!

"It is thirty years since I started a club and got my first Premium, a large red lamp. I can remember with what pride I showed it to my friends. From that day to the present time, I have been a Secretary with the most pleasing recollections and remembrances.

"The first Larkin Catalog that I can remember had only about five dozen Premiums, a red oil lamp, a coal oil heater, a set of encyclopedias, a Chautauqua desk, a few rockers and chairs, a bookcase, and a few other articles. This was in 1903. Since then I have saved the catalogs each year and can see the improvement year by year. Now, as I look at the beautiful Golden Anniversary Catalog before me with its thousands of Premiums, I only realize the tremendous growth of the business.

"The Larkin Plan has been spread far and wide. Larkin has a motto that is good and true, 'Do unto others as you would that they should do unto you.' That is the plan on which the Larkin Co has worked for fifty years.

"All honor to the head of the firm! Long live Larkin Co!"



Proof of Larkin Satisfaction

By
Mrs. J. L. Monroe
Branford, Conn.

"For over 30 years, or about that time, I have been dealing with Larkin Co., and it is proof enough that if Larkin Co were not an extra good Company to deal with the orders would not be sent them continuously.

"I could not specify which Larkin Products or Premiums I like best, as everything from smallest to largest articles that I have received has been first class. All are pleased who are in my clubs.

From the World's Markets to Your Home

(Continued from page 21)

In our hasty trip around the world we must pass without stopping Cochin-China, Java, Sumatra, and a host of other most interesting places which give us oils, drugs and spices, to India. India with its teeming millions, the prize that lured the hardy discoverers of the New World, the treasure house that enriched a world. And just one of its treasures we'll consider here—shellac.

From Far-off India

How important is shellac varnish in beautifying our homes! Yet, who ever thinks when using it of the millions of people engaged in the business of raising insects to produce it? "Lac," the Sanskrit word meaning 100,000, suggests the myriads of insects, drilling for sap in the bark of the mangoe, building each one a shell, until big knots of scale are formed. Brown-skinned natives then gather the scale or "lac" and melt it into thin cakes called "shell." Hence the word "shell-lac." The crude product is shipped to Buffalo, where the Larkin Co prepares it for your use as Shellac Varnish.

All 'Round the World

These are only three of our importations, from three widely-separated countries. The intervening spaces contribute to our needs, and are just as full of interests for every one. The South Sea Islands give us coconut oil. Formosa sends us tea. Aromatic gums come from Singapore and Siam. Rose oil from Bulgaria. Olive oil from Spain. And France raises billions of flowers for the extracts that give to Larkin perfume its alluring fragrance.

From far corners of the world come treasures to the world markets, then to Larkin Co and to you. Larkin Co spares no expense in bringing to you at lowest prices the best the world produces.

LARKIN LIVER PILLS



When You Wake— Wake Fresh!

If the "mists of morning" dissipate only after an hour or two, it suggests that your bowels need toning up.

Larkin Liver Pills have a mild, stimulating effect upon the liver. They afford relief from biliousness, dyspepsia, and sick headache that result from congested liver.

25c



with
premium

LITTLE LAUNDRY LESSONS

PREPARING THE WATER

Tell Your Club Members That:

For ease of washing and thoroughness of cleansing, soft water—water with little lime—is absolutely necessary. If the water in your locality is hard, for laundering purposes it must be made soft.

You can soften hard water with soap, but it takes much soap. The easy, economical way is with Larkin Water Softener, which actually removes the lime from the solution and makes the water soft.

Then how easy the washing is! How much less soap you need! No better water softener can be made than

Larkin Water Softener

1-lb. pkg., 20c. Case of 40 pkgs., \$7

Say to your neighbors:

"Pick out the two rooms you'd like to repaper this spring. Then let me show you how you can paper both of them the Larkin way for about what one would cost otherwise!"

Supply your interested friends with Wall-Paper Books.

Thereby your rewards will multiply.

Books are Free.

Selling Larkin Paints and Varnishes

Prize Letter

By
Mrs. J. H. Ragland
Springfield, Tenn.

"This is my experience in selling Larkin Paints and Varnishes, and it shows what any Secretary can do just by using Larkin Products herself, as the saying goes, 'Practice what you preach.'

"One day last spring one of my neighbors came in and remarked, 'Your house surely is looking nice and clean. Your bedroom floor is the prettiest thing I've seen lately, and your congoleum rug looks like new. What have you been using?'

"I told her that I am a Larkin Secretary, and I use Larkin floor enamel on my floors and linoleum varnish on my congoleum, and they are the best I ever used.

"She said, 'Well, I have got to clean my house, and yours looks so good, I want you to order some enamel for my floor and linoleum varnish for my congoleum, and I ordered them for her and she was well pleased.

"On another day I went to one of my neighbors, and she had been house-cleaning, and she said, 'The paint on my floor does not dry and doesn't look nice like yours,' and I answered, 'No wonder, mine came from Larkin Co and it never fails. She said, 'Well, be sure to order some for me in your next order, and I will put a new coat on my floor. I know if it comes from Larkin it will be all right.'

She also ordered two cans of linoleum varnish.

"I can say one thing for Larkin Paints and Varnishes—they are the best and cheapest I have ever used. Having used them myself, I find it easy to make sales of them."



Satisfaction Guaranteed

You, as a Larkin Secretary, know from experience that everything you buy from Larkin is all right. Your club members' experience, however, is more limited, and they find reassurance in the thought that Larkin guarantees satisfaction or will refund their money. Remind your club members of the Larkin Guarantee.

A Kindly Message of Appreciation

By
Mrs. George E. Howard
Jackson, Ohio

"I congratulate Larkin Co in reaching its 50th anniversary.

"I have dealt with Larkin for twenty-two years, have been Secretary for three clubs at once and have one or two clubs all the time.

"I now have a Larkin Neighborhood Pantry of which I am very proud. My neighbors think it is 'grand.'

"Larkin Co has always treated me fair. Its goods are of best quality. I have Premiums that I could not have bought anywhere else for the money, so I am a most satisfied Secretary and expect to deal with Larkin Co as long as I live."



Club Kept Going Year After Year

By
Mrs. Frank C. McLain
Little Falls, N. Y.

"As my Larkin Club nears the end, I begin thinking of its renewal. This is the way we do. When we are ready to send the next-to-the-last order and the member entertains, we plan for continuing the club, so when the last order is to be sent and the last member entertains, we are ready and start our renewal.

"We have good times at our meetings. We play games and give prizes to the winners, and we always serve light refreshments.

"And I want to say that my members are more than pleased with their Premiums, and everything that has been received.

"I have just started another club with ten members at \$2 a share, sending orders every two weeks, so our new club will run out in July.

"When we renewed our last club, a few of the members dropped out, but there were new ones ready to step in their places, and those who dropped out are going to come back in when the present club starts again. However, I am extremely fortunate in retaining the majority of my club members year after year, but I think it is the satisfaction that Larkin Products and Premiums give to my members."



When Daddy asks for more

That's when you know your dessert is a success. And that's sure to happen when you serve Chocolate Pudding, made from

Larkin Pudding Preparation

Satisfying to the whole family. Easy and quick to prepare. Teach your friends to keep a few packages on hand against emergencies.

1 pkg.,

15c

with premium



Case of 24,

\$3

with premium



Goods *by the* Yard

If you make your own street frocks, house dresses, or lingerie—

If you want new curtaining or bed linen at best prices—

If it's notions, or trimmings, or edgings you need—

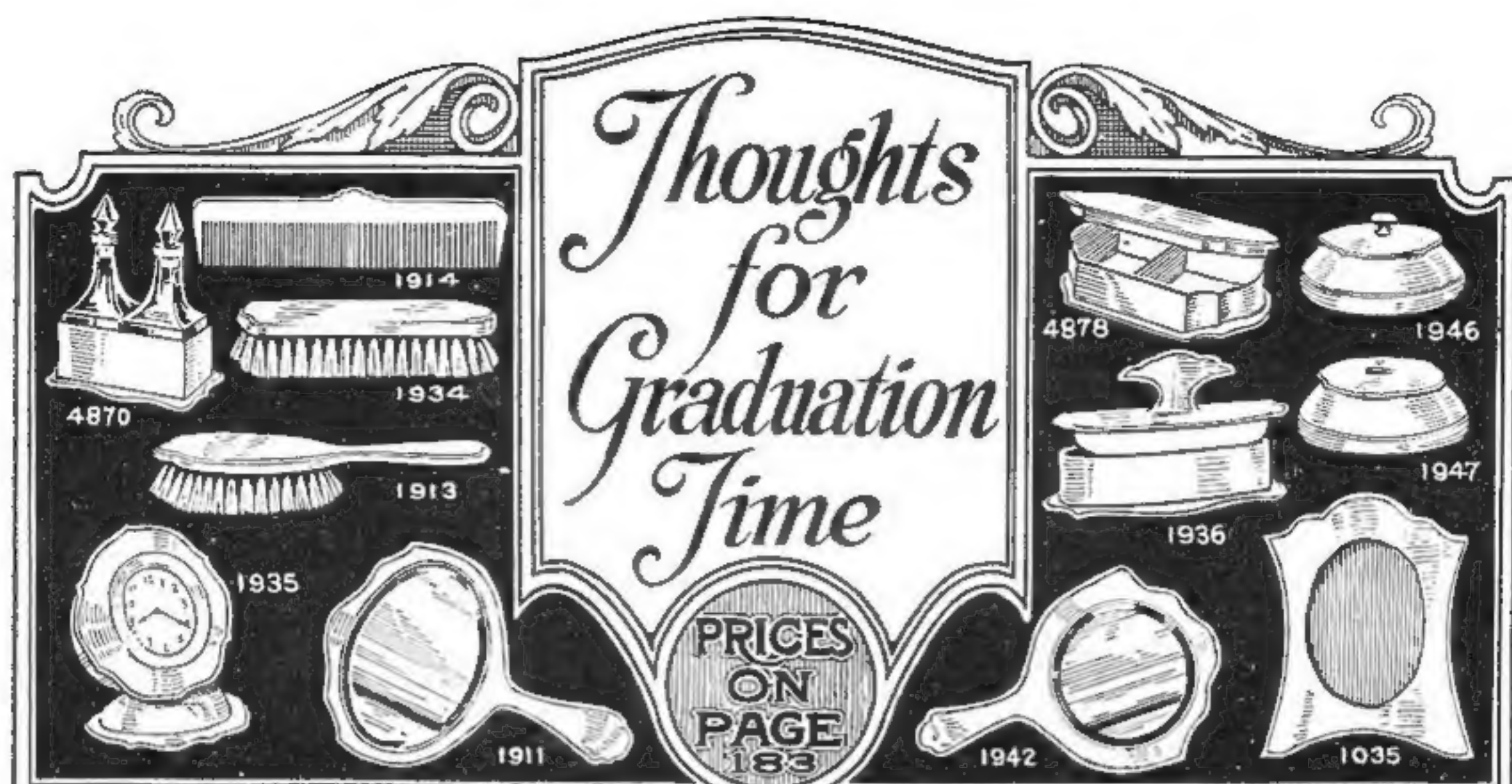
Get this Booklet!

Supply your summer wardrobe with things you'll be proud to wear at prices you'll be glad to pay.

And help your friends to do the same. There's a book for each of them.

Send
for Our
New Book
Now





COMMENCEMENT DAY will be here soon—too soon—for The Boy or The Girl; the day that marks the end of school, the beginning of—Life.

What will be your tribute to Him or to Her to commemorate his graduation? Let it be some lovely thing he's wanted and one which for years to come will recall to him the love that inspired the gift.

Help solve your friends' gift problems, too.





“How soft and silky!
And how easy to curl!”

Wouldn't you love to hear your friends exclaim like that?

Beautiful, lustrous hair is only natural when the scalp is clean and healthy, and it is such an asset to your personal attraction.

Use Larkin Egg or Tar Shampoo, and after it use Larkin Quinine Hair Tonic. This treatment removes dandruff and stimulates circulation in the scalp. A little tonic applied each day will help to maintain the clean, wholesome condition that produces beautiful hair.

Cleanness first — then
Larkin Quinine Hair Tonic

50c



with premium

Mailing weight 11 oz.

